

2020 GOVERNOR GENERAL'S

CANADIAN LEADERSHIP CONFERENCE

M A Y 2 9 – J U N E 1 2



The Governor General's Canadian Leadership Conference • 2020 • La Conférence canadienne du Gouverneur général sur le leadership



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A LEADERSHIP DEVELOPMENT EXPERIENCE LIKE NO OTHER

The Governor General's Canadian Leadership Conference brings together Canada's emerging leaders from business, labour, government and the community sector for a unique two-week experience aimed at broadening their perspectives on work, leadership, their communities, and their country. Conference members come from different regions, different perspectives and different careers.

All members share one thing in common: they are high potential individuals expected to achieve senior leadership positions in their organizations and communities within 10 years. 250 Canadians will be selected for the 2020 Conference.

Since the first conference in 1983, more than 2,200 emerging Canadian leaders have participated in this unique process of examination, debate and discovery.

In a 2016 survey of all Conference alumni, 98% said they had recommended the Conference to others, 89% said the experience helped their development as leaders and 91% said the Conference had a lasting impact on their lives.



"I learned so much about a region I didn't know very well, about community action and engagement, and about what binds us together as a nation. I learned so much from my fellow travellers, as well as all the wonderful community people we met. I can't recommend the experience highly enough."

NAHEED NENSHI (2008)
Mayor of Calgary

A MESSAGE FROM THE CONFERENCE CHAIR

Welcome to the 2020 Governor General's Canadian Leadership Conference, our country's top leadership development experience. I am honoured to serve as Conference Chair, working with our distinguished Governor General and our remarkable Board of Directors and Conference leadership group. The Conference brings together emerging leaders from all sectors and regions of Canada for a unique two-week learning experience that will challenge and inspire.

Next year will be the eleventh edition of the Conference since its inception in 1983 and it has grown to become this country's most prestigious leadership development experience. Its alumni can be found in leadership positions across the country, in the business community, labour organizations, governments and the community sector.

Over two weeks starting on May 29, 2020, the Conference will use a unique process of examination, debate, travel and discovery to heighten the leadership skills of participants. They will explore the Conference theme "Leadership for the Future" beginning with an opening plenary in Huntsville (Ontario) featuring prominent global speakers, followed by study tours covering every province and territory, and concluding with a report back to the Governor General and our National Executive Committee hosted in Quebec City.

As Chair of the 2020 Governor General's Canadian Leadership Conference, I encourage you and your organization to consider becoming a donor and invest in Canada's future by supporting the Conference. We must work together to generate the resources to ensure that Canada's future leaders have key development opportunities to help drive the future of Canada's prosperity. This Conference provides the opportunity to nurture this leadership.

I also encourage all organizations to nominate prospective candidates for the Conference. It is an investment in your organization's future and in the country itself.

For those considering applying for membership, do not let this opportunity pass. Past participants describe it as "a life-changing experience" and I can guarantee this program will rank among the most important investments you'll ever make in yourself.

As Canada looks ahead to the future, we will increasingly depend upon our future leaders to seize the opportunities and face the challenges required to build the strength and depth of this great country for the benefit of generations to come. By immersing our emerging leaders in Canada's strengths and challenges, the Governor General's Canadian Leadership Conference will equip them with the key skills and experiences necessary to ensure a strong future for our nation and its people.

KATHLEEN TAYLOR

CHAIR
ROYAL BANK OF CANADA
SICKKIDS FOUNDATION



"The Conference experience offers an unparalleled opportunity to learn from Canadians from all backgrounds and to see your country in a new light."

A UNIQUE LEARNING AND NETWORKING EXPERIENCE

The Conference format provides members with the opportunity to freely and openly exchange views and experiences with peers from backgrounds vastly different than their own.

Members begin their exploration with a three-day plenary session where eminent speakers from Canada and around the world provide focus and substance to the Conference theme. The members also begin the process of debate and networking in their study groups, each of which is a microcosm of the overall Conference membership.

Each study group then travels to a region of Canada where, for the next nine days, the members examine issues through the practical experiences of local companies, communities and regional leaders. Multiple site visits are made daily; the locations are selected for their potential as learning sites. Uninhibited face-to-face discussions at each location are considered essential. The links between communities, the national perspective, and Canada's place in the global community will underpin this examination.

As each study group works together to explore first-hand the relationships between leadership and sustainability in the community, the individual members will find their own beliefs, values and preconceptions challenged. The multi-sectoral and multi-cultural composition of each study group compels members to widen their perspective.

After nine days of travel, observation and debate, the study groups reconvene at the Closing Plenary in Quebec City where reports will be presented to the Governor General of Canada.

"The GGCLC was a transformative experience that forever changed me. If you are courageous enough to enter into professional development that will challenge you to your core, provide long-lasting relationships with people you just met, and ultimately make you a better leader, then the GGCLC is something you must experience."

GAIL BANNISTER-CLARKE (2017)
Executive Member
The Elementary Teachers' Federation of Ontario



LEADERSHIP FOR THE FUTURE

Year in and year out, a number of global studies attempt to rank the best places to live in the world in terms of education, job security and healthcare. Canada always features high on these lists, if not right at the top. Our country is recognized for its political stability and high quality of living. It is known for being safe, welcoming and culturally diverse, built on a strong and open economy that supports communities and social structures, Canada is also seen as a pre-eminent knowledge society—a society in which the creation, dissemination, and utilization of information and knowledge is a significant lever of its economic prosperity.

As we enter the 2020s, the possibilities may seem endless—but nothing is ever guaranteed. Inspired leadership, sharp governance and citizen engagement will be necessary to ensure this remains true.

In our institutions and in our schools, the choices we make in the coming years will have far-reaching consequences. Our response to global challenges such as climate change, public health, migration, food and water security and social disparities will shape our collective well-being for generations to come.

According to UNESCO, relying on science, data and evidence as vectors to make decisions and improve quality of life will be key. People and governments will require quality information to make decisions on issues relating to health, education and the environment, and parliaments will need the best knowledge available to legislate on societal issues.

But these days, decisions are often made in a context of increased polarization and constantly shifting social and political landscapes, where a common understanding of objectives and directions (and a common acceptance of facts!) can no longer be taken for granted. Disruptive forces arising from misinformation, social media influence, echo chambers, the explosion of technologies, AI and Big Data contribute to a growing tendency to base decisions on preconceived bias, “gut feelings” and unverified sources. Besides inhibiting our ability to work together to solve problems, such polarization threatens the foundation that underpins free and democratic societies.

In a complex, rapidly changing, interconnected world where information proliferates, the need for critical thinking to discern the real from the false and to determine the path forward will become more crucial than ever. In addition, current and future generations will need to collaborate and communicate, acquire a diversity of skills and think critically in order to adapt to a world in constant movement. The leadership required to achieve consensus on issues of this importance will be nothing short of exceptional.

So how does Canada prepare for the future?—By addressing issues on all fronts, including access to information and education, reconciliation with Indigenous peoples, and reduction in wealth disparity, just to name a few. And by being ready to lead the way.

The 2020 Governor General’s Canadian Leadership Conference is one of the forums we are proposing to you to engage in this most important discussion. During two weeks of high-powered presentations and conversations, 250 leaders will be invited to get together to ponder these issues and help shape Canadians’ responses to upcoming challenges. Conference participants will come from every field, every segment and corner of the country. Speakers from all over the world will join them to stimulate debate and broaden the understanding of the problems we face. Together, attendees will explore the responsibility of decision makers to confront preconceived notions and the need to embrace data and evidence in order to thoroughly analyze the arguments and assumptions they are presented with—in sum, to think critically for the common good.

If you like challenges, have the future at heart and want to make a difference for your country, the 2020 Governor General’s Canadian Leadership Conference is the place for you. Join in!

MEMBERSHIP

Membership is open to mid-career Canadian men and women who are expected to advance to senior leadership positions. All potential members will complete an application form and supply an endorsement from their employer or sponsor. The deadline for membership applications is September 30, 2019.

Approximately one-third of Conference members are from business, one-third from labour, and one-third from government, NGOs, and the community sector. Members participate in the Conference as individuals, not as delegates or representatives of their organizations or sectors. They are expected to dedicate their entire time to Conference activities while the Conference is in session.

All member expenses for travel, food and accommodation are covered by the Conference, except the cost of getting to and from the opening in Huntsville (Ontario) and the closing plenary in Quebec City.

Members whose applications meet the Conference criteria will be interviewed. Final selection of members for the 2020 Conference will take place in December 2019.

Applications and Sponsor Endorsement forms can be completed online at www.leadershipcanada.ca.

"Attending the Governor General's Canadian Leadership Conference exposed me to viewpoints and backgrounds that I had never encountered before. Some of my deeply entrenched beliefs were challenged and in certain cases, changed. To truly succeed, both personally and as a country, we need to better understand our diversity and grow from each other. The GGCLC helps provide this opportunity."

ADAM JANIKOWSKI (2017)
Asian Investment Banking
CIBC Capital Markets

"I cannot say enough about what a profound effect the Conference had on me. There is no other opportunity in Canada where emerging leaders get to test their skills, build their awareness, broaden their perspectives and meet other engaged individuals from across the country."

ALISSA BARTON (2015)
Director, Employee Programs
Infrastructure Ontario

leadershipcanada.ca



A VALUABLE SPONSORSHIP OPPORTUNITY

By supporting the Governor General's Canadian Leadership Conference, a donor is making a significant contribution to the future of Canada and its next generation of decision-makers.

The Conference is funded entirely by cash and in-kind donations from organizations and individuals. Donors are recognized in Conference publications and on the Conference website.

The following sponsorship levels are available:

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| GOVERNOR GENERAL'S CIRCLE | \$75,000 AND OVER |
| CHAIR'S CIRCLE | \$50,000 TO \$74,999 |
| PLATINUM LEADERS | \$25,000 TO \$49,999 |
| GOLD LEADERS | \$10,000 TO \$24,999 |
| SILVER LEADERS | \$5,000 TO \$9,999 |
| FRIENDS | LESS THAN \$5,000 |

The Governor General's Canadian Leadership Conference is a registered charitable Corporation. All cash donations are tax-deductible.

For further information, please contact the Conference Secretariat at:

The Governor General's Canadian Leadership Conference
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Email: info@leadershipcanada.ca

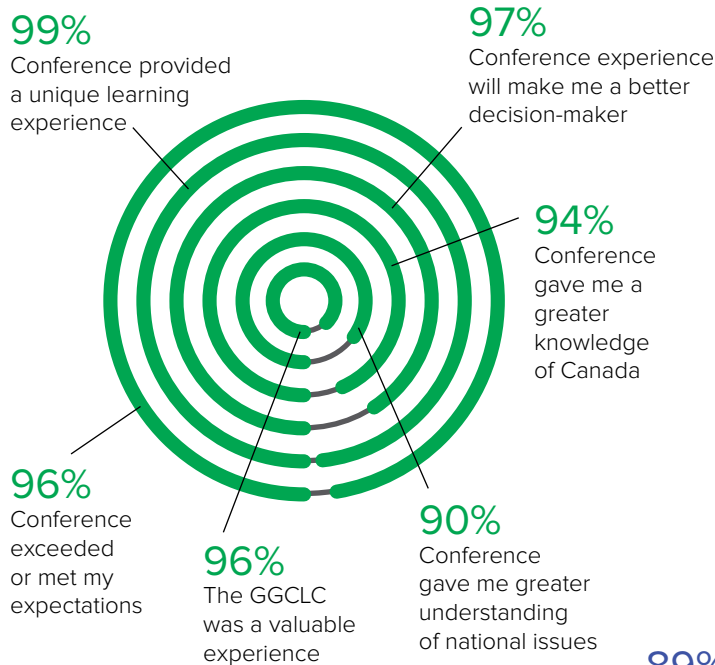
"In a country where leadership really does make a difference, the Conference ranks among the top opportunities to make an investment that will last, quite literally, a lifetime."

PAUL DESMARAIS, JR., O.C
Chairman and Co-Chief Executive Officer
Power Corporation of Canada



THE LASTING IMPACT OF THE GGCLC

SURVEY OF 2017 CONFERENCE MEMBERS



■ SOURCE: Independent Surveys by The Strategic Counsel, 2017 and 2016

SURVEY OF 1,600 ALUMNI FROM 1983 TO 2015



"The Canadian labour movement has welcomed a special partnership with the Governor General's Canadian Leadership Conference for more than 30 years. Activists hoping to achieve senior leadership positions can benefit tremendously from this unique opportunity where participants drop preconceptions, debate ideas, and enrich their understanding of our country."

HASSAN YUSSUFF
President
Canadian Labour Congress

